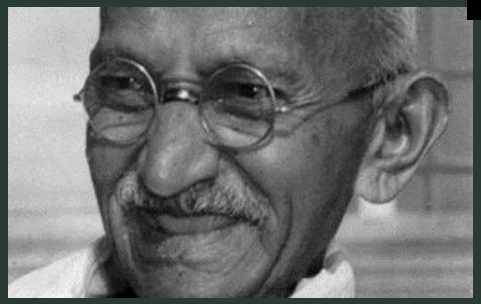
Government Speak:

Presenting Like a Pro

Tammy Rimes, MPA

Does it matter?

- ***"A Gallup Poll found that 40% of the population has a fear of public speaking.***
- ***Does this have an impact on their work? Potentially, yes"***



COURTESY: MICROSOFT

Traits of a Good Presentation

- Knowledgeable speaker
- Interesting topic
- Good visuals
- Humor and stories
- New learning
- Applause for performance

Typical Government Presentation

Preparation

DEATH BY POWERPOINT!

- Internet Connection
- Short Bullets
- You can’t see this, but…
- 15-20 per hour
- Agenda – short & sweet
- Using templates

SHOW TIME!

- Computer and mics
- Old School has to go
- Red dots
- “In conclusion”
- Timing vs. content
- Read your audience
- Q & A

Tips of the Trade

- Men vs. Women
- Hand Controls
- Meal planning
- Stage Handling
- Poker Face

Story Telling

- Intro or Ending
- If you can’t see it…
- Meaningful Example
- Leads to a Conclusion

“People tend to remember facts more accurately if they encounter them in a story rather than in a list.”

This is Your Life and How You Tell It by Benedict Carey

”Retention goes from 10% to 65% when stories and visual images are used.”

Brain Rules by John Medina

As you know, the City had an unexpected emergency regarding the immediate expulsion of wastewater effluent with the riparian environment of the watershed.

KEEP IT SIMPLE!

When reviewing the options available through the timeline provided by the organization, the township determined that the best course of action would be to utilize a knowledgeable source of information through its vendor pool of available resources.

KEEP IT SIMPLE!

When making this recommendation, the formation committee pondered and formed an opinion that the Board of the School District should deliberately begin the debate regarding the removal of the temporary modular units throughout the District community.

KEEP IT SIMPLE!

Superfluous Words

Very, Totally, Completely

By virtue of the fact that

As You Know…

Collaborate Together

Unexpected surprise

Put in an appearance

In conjunction with

I was of the opinion that

Affirmative yes

Absolutely Essential

I am writing to you because

Your Nervous Tic

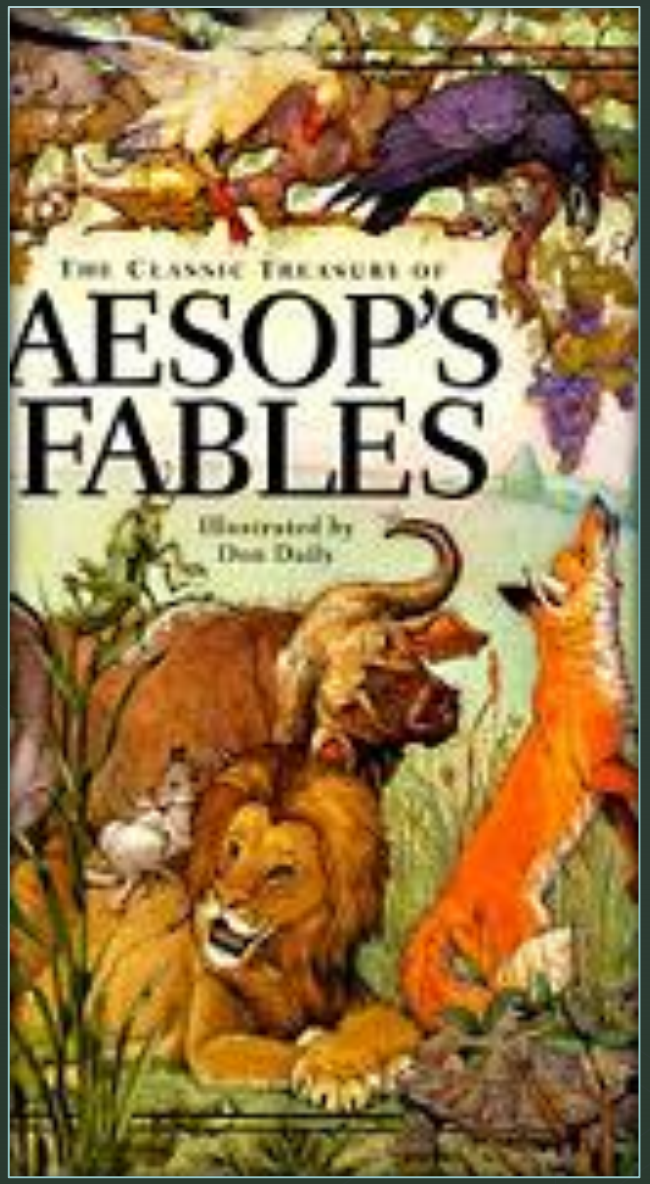
FLIP YOUR FLOP!

Media Interviews

- Gotcha!
- Less is best
- Deadlines and return calls
- Makeup and clothing
- Pregnant pauses
- Forever on-line

PRACTICE MAKES REALLY GOOD….NOT PERFECT!

Now It's Your Turn…



When Things Go South…

- Don’t panic
- Be cautious with humor
- Stop pointing out the problems
- Apologize - once
- Tell the truth
- Take the punch without going down!

The only way to get good at presenting…is to present!

Tammy Rimes Consulting

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